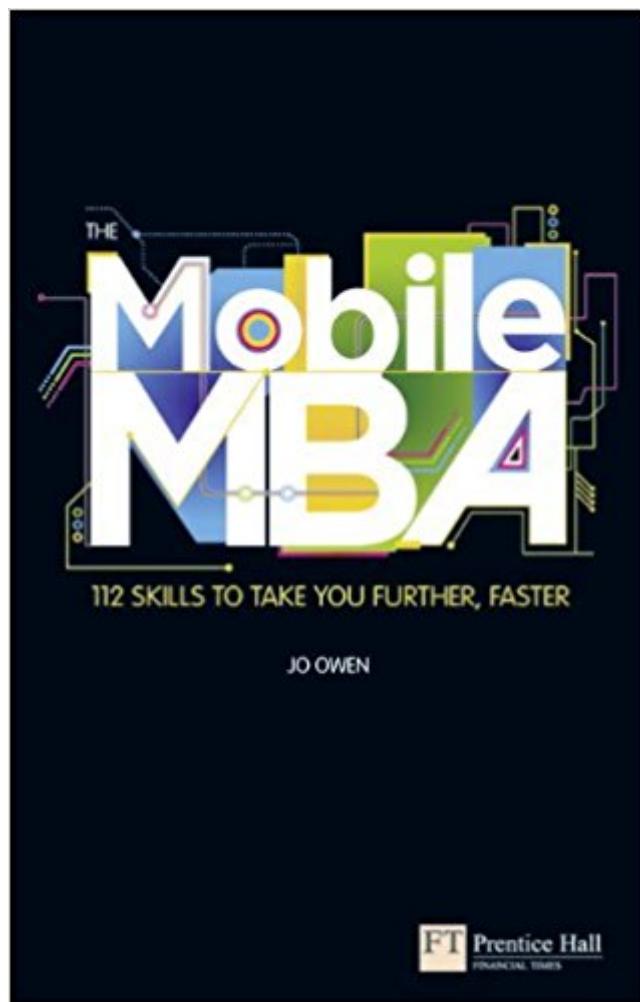


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# Mobile MBA: 112 Skills To Take You Further, Faster



## **Synopsis**

Shortlisted for the CMI Management Book of the Year Competition 2011, Commuters' Read Category The Mobile MBA delivers all the knowledge you need to fast track your career. This is your portable business coach, explaining MBA skills, models and applications and showing you how to put the grand theory and big talk into practice. Packaged with 11 Skill-Pills, one for each chapter of the book, these can be downloaded to your smart phone, tablet or computer so you can get access to up-to-date advice on the move so you can apply your new skills where and when you need them.

## **Book Information**

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## **Customer Reviews**

Is your career progressing as fast as you want it to? Do you love your job, but think you could benefit from a business school education? The Mobile MBA delivers all the knowledge you need to fast track your career. The Mobile MBA is your portable business coach. It explains MBA skills, models and applications and shows you how to put the grand theory and big talk into practice. The Mobile MBA comes complete with 11 free video Skill-Pills, which can be downloaded to your smart phone, tablet or computer. Get access to up-to-date advice on the move so you can apply your new skills where and when you need them. The Mobile MBA is packaged with 11 free Skill-Pills, one for each chapter of the book: The world of strategy Marketing Finance and accounting Human capital Operations, technology and change Lead your team Dealing with colleagues Managing across the organisation Managing yourself The daily skills of management Manage your career

**Skill-Pills:** A Skill-Pill is a brief training video that can be downloaded to your smart phone, tablet or computer and provides you with the skills and information needed to complete a task, wherever you are. Skill-Pills can be accessed straight from your smart phone by scanning the QR code on the inside back cover of the book. You will be taken to the entrance page of The Mobile MBA portal, giving you access to 11 free Skills-Pills. The remaining Skill-Pills are available to purchase separately. A URL is also available below the QR code to manually enter into your device. Jo Owen Jo Owen has an MBA and knows what it takes to succeed in today's business world. As a top authority on leadership, he practises what he preaches. He has worked with over 100 of the best (and one or two of the worst) organisations in Asia, Europe and North America. He was a partner at Accenture, started a bank, built a business in Japan and is a founder of five national charities. He is a top corporate coach and speaker on leadership and the bestselling author of *How to Manage*, *How to Sell*, *How to Influence* and *How to Lead*, the UK's number one book on leadership. He can be reached at [jo.owen@leadershippartnership.com](mailto:jo.owen@leadershippartnership.com) .

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Anyone without an MBA, or at least some amount of experience in corporate life, should avoid this book. Reading it would be equivalent to trying to write a multi-page paper on one of the classics studying the CliffsNotes alone -- you might produce something passable, but it will not be top-level work. Those that do possess (or are seeking) the necessary management experience to benefit from this work should snap it up, especially if they prefer their business books to have a bit of British wit and snark. Author Jo Owen has "walked the walk" and his advice on getting your way in meetings and budget negotiations, interacting with staff and colleagues, and actually using the sorts of things taught in MBA courses in the day-to-day world of work could be invaluable in the right hands. At the very least, it is a quick and enjoyable read, which is not something one often says of business books!

As my review title says, let's be fair here...can't expect the author to put into one small book an entire MBA course. So the fact that a lot of information is missing is to be expected. However, it is just that little bit irritating that the cover of the book advertises "112 skills to take you further, faster". Yes, the skills are listed in the book. Will you learn these skills from this book? No, because it does not go into it in sufficient depth. Quick word on my perspective - I've run a business of about 40 employees, managed an engineering department, led the launch of a new product line, and headed overseas manufacturing operations with hundreds of employees. But I have never taken any business courses (meaning no MBA course work). So how do I see this book? If you are just starting out in management with no MBA background, this book does a good job pointing out areas you can consider looking into. For example, in the discussion on cost, the book helps the beginner realize there's fixed vs variable cost. It talks about eliminating waste, outsourcing, and automating tasks. A very brief mention is made on delays and downtime in production, in offices, in supply chain, etc. The reader is left with the question: so what are the issues, causes, and solution? In production, how can you increase efficiency thru work order planning (combining WO), routing setup, WIP setup, etc.? In the office, how should decision making be streamlined, backups be put in place, etc. so that delays in making decisions do not result in waste? In logistics, how do you balance JIT with risk of material shortage vs inventory carrying cost? If you outsource work as the author suggests, how do you balance labor cost to freight cost, duties, transit times, added management cost, quality control cost, currency exchange gain/loss, etc.? Author suggests to "change suppliers"...what is the criteria? What about looking at a total product ownership cost (factoring in cost of quality, service, freight, etc.)? A good example is how one can go to Kelly Blue Book and look at the "5 year cost to own" for a car, which factors in insurance, fuel, maintenance, financing, fees, repairs, and depreciation. This is indeed a better way to look at a car's cost instead of just looking at the sticker price at the dealership. Another example from page 60 on cutting costs (yes, I am really into costing!), the author suggest to "reduce total working hours". In practice (of course depending on the particular situation) we've found the opposite. We reduced the overall workforce, loaded the factory to as close to 100% as we can to minimize unit production labor cost, and when necessary we paid a premium on overtime labor for additional production needs. Even though the hourly pay goes up in overtime, it is balanced by no increase in management cost for increased production, less penalty on unabsorbed labor during low production output months, etc. In conclusion, I think the book does a good job of listing issues (or 'skills' as advertised on the front cover) to be considered in the career of a manager. However, the reader needs to study other material to get the necessary help. You can't depend on this book to have the answers.

This book is useful on two different levels. The first level of usefulness is its intended use, to give managers and aspiring managers a number of practical tips and advice to help them with their career. In this, it does a pretty good job. There's no filler material. Chapters and sections and lists are straight forward. Unless you are a super-experienced manager or executive, you can find something useful in this book. And it's not just dry business talk. The book has its funny moments and its zingers. For example, "The Dirty Dozen: The Language of Business" is a funny yet practical look at 12 words that are used and abused in business speak. Needless to say, this book is not a replacement for an MBA or business school, but you can read this book a lot faster, and it costs a lot less than a business degree :)The second level of use of this book is for employees who want to gain a better understanding of their managers and management team. Are they really as insane, paranoid and ego centric as they look? By reading this book, you can get a better insight on their thinking and methods and insecurities, and perhaps be better equipped and prepared when dealing with them. Understanding how they think can help you prepare counter-arguments and defenses and even find common ground with shared goals. The book is easy to read and you don't have to read it like a novel. You can jump around from relevant section to relevant section if you feel like it.Four stars for the business aspects, but because it can also be used by employees to reverse engineer their management, five stars!

I don't know how the author did it, but Jo Owen actually made a book on business interesting and fun to read!The book is written in a friendly style that remains readable while never talking down to the reader. It is separated into small sections that can be sampled individually rather than reading the whole book at once and deals with everything from Marketing to Disciplining Employees using real world examples.I also found that the book transcends type of business. I've managed theme park operations in the past and now manage a small insurance department. The great thing about this book is that the tools presented are useful in any business setting.I do think that this is especially beneficial to the new manager who doesn't yet have years under his or her belt, but it's also a nice handbook for those old hands who want a quick refresher course on business basics.This one is a winner!

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